

ENGLISH – SYLLABUS (SPECIALTY)					
<b>SUBJECT:</b>  <b>INTERNATIONAL BUSINESS NEGOTIATIONS</b>					
<b>Studies: Management</b> 1 cycle studies Management Specialty: <b>International Business And Tourism</b>			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	6	-	20	<b>3</b>
<b>Course description:</b> The International Business Negotiations programme is designed to provide students with a comprehensive understanding of the intricate processes and strategies involved in negotiating international business deals across diverse cultural and geographical contexts. The curriculum delves into the nuances of cross-cultural negotiations, focusing on how cultural differences impact negotiation styles, communication patterns, and decision-making approaches. It emphasizes the importance of cultural sensitivity and adaptability in conducting successful negotiations with international partners. Students are trained in various negotiation skills and techniques essential for effective communication, persuasion, and conflict resolution in global business negotiations. They learn to navigate complex situations, handle differences in cultural norms and values, and develop strategies for mutually beneficial outcomes. The programme places significant emphasis on analyzing different international business contexts, such as multinational corporations, global trade agreements, and cross-border mergers and acquisitions. This includes studying the legal, economic, and political factors influencing negotiation dynamics. Cross-cultural communication forms a critical component of the curriculum, focusing on enhancing students' abilities to communicate effectively and build rapport with individuals from diverse cultural backgrounds. Furthermore, the programme equips students with strategic planning and decision-making skills necessary for mapping out negotiation processes, setting objectives, and making informed decisions while negotiating in international business scenarios. The course is filled in with many case studies and practical examples of International business negotiations problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.					
<b>COURSE LEARNING OBJECTIVES:</b> <ol style="list-style-type: none"> <li>1. Understanding Cultural Differences in Negotiation: To comprehend how cultural nuances impact negotiation styles and strategies in international business settings.</li> <li>2. Developing Negotiation Skills and Techniques: To equip students with effective negotiation skills, such as communication, persuasion, and conflict resolution, crucial for successful international business deals.</li> <li>3. Analyzing International Business Contexts: To study the dynamics and complexities of negotiating in diverse global business environments.</li> <li>4. Enhancing Cross-Cultural Communication: To foster skills in cross-cultural communication and understanding to facilitate smoother negotiations across borders.</li> <li>5. Strategic Planning and Decision-Making: To learn to develop strategic negotiation plans and make informed decisions in international business negotiations.</li> </ol> Teaching the functions and role of international business negotiations for contemporary market entities, developing skills in solving international business negotiations problems, as well as analysing data (from primary and secondary data). Creating presentations for the reports and written reports on international business negotiations					



problems. Training of social competences related to collective problem solving and preparing and introducing all stages of international marketing in Europe in contemporary world.

#### **COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

#### **The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

#### **Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

#### **Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

#### **Course overview:**

*The International Marketing in Europe programme offers a comprehensive exploration of marketing strategies and practices tailored specifically to the European market. It focuses on providing students with insights into the diverse and dynamic nature of European markets and the nuances inherent in marketing products and services across multiple countries within the continent. The curriculum encompasses an in-depth analysis of the European market landscape, including market structures, consumer behaviors, and economic trends prevalent in various European countries. It aims to equip students with a profound understanding of the differences and similarities among European markets, enabling them to tailor marketing strategies accordingly. Cultural adaptation and localization form crucial components of the programme, emphasizing the importance of understanding diverse cultural values, consumer behaviors, and preferences across different European regions. Students learn strategies to adapt marketing campaigns, product offerings, and communication approaches to resonate effectively with local audiences. The programme delves into exploring various market entry strategies specific to European markets, including modes such as exporting, joint ventures, franchising, and strategic alliances. It analyzes the opportunities and challenges associated with each entry mode, considering cultural, economic, and legal factors. Furthermore, it addresses the significant role of digital marketing in the European context, examining the impact of digital platforms, social*

*necessary for mapping out negotiation processes, setting objectives, and making informed decisions while negotiating in international business scenarios.*

**Main topics:**

1. Introduction to International Business Negotiations
2. Cultural Dimensions in Negotiation Styles
3. Negotiation Skills and Techniques in International Contexts
4. Global Business Environments and Negotiation Dynamics
5. Cross-Cultural Communication Strategies in Negotiations
6. Legal and Ethical Considerations in International Negotiations
7. Strategic Planning for International Business Deals
8. Case Studies in International Business Negotiations

**Literature**

**Main texts:**

1. Lewicki, Roy J., Barry, Bruce, Saunders, David M. - "Negotiation: Readings, Exercises, and Cases" - McGraw-Hill Education - 2019
2. Karrass, Chester L. - "The Negotiating Game" - Karrass - 2018
3. Brett, Jeanne M., Gelfand, Michele J. - "Negotiating Globally: How to Negotiate Deals, Resolve Disputes, and Make Decisions Across Cultural Boundaries" - Jossey-Bass - 2018
4. Sebenius, James K. - "Negotiation Analysis: The Science and Art of Collaborative Decision Making" - Harvard University Press - 2019

**Additional required reading material:**

1. Salacuse, Jeswald W. - "Negotiating Life: Secrets for Everyday Diplomacy and Deal Making" - Palgrave Macmillan - 2018
2. Carrell, Michael R., Heavrin, Christina L. - "Negotiating Essentials: Theory, Skills, and Practices" - Pearson - 2018
3. Thompson, Leigh L. - "The Mind and Heart of the Negotiator" - Pearson - 2019
4. Ghauri, Pervez N., Usunier, Jean-Claude - "International Business Negotiations" - Routledge - 2018

**Rules of the exams on subject (Assessments)**

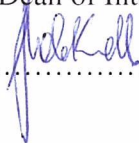
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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